

Message Text

UNCLASSIFIED

PAGE 01 DAMASC 02560 051034Z
ACTION EB-08

INFO OCT-01 NEA-11 ISO-00 CCO-00 PASO-00 /020 W
-----025043 051043Z /10

R 050719Z MAY 78
FM AMEMBASSY DAMASCUS
TO SECSTATE WASHDC 7895
INFO USDOC WASHDC

UNCLAS DAMASCUS 2560

E.O. 11652: N/A
TAGS: BEXP, SY
SUBJECT: DAMASCUS INTERNATIONAL FAIR

TO: M.W. GABRIELSEN
GENERAL MANAGER
INTERNATIONAL DISTRIBUTORS
SUITE 8845
ONE WORLD TRADE CENTER
NEW YORK, NEW YORK 10048
CABLE: ICONDORS
TELEX: 667447 (ICONDO)
TELEPHONE: 212-775-1340

1. HAVE RECEIVED YOUR LETTER OF APRIL 14, 1978, EXPRESSING INTEREST IN THE 25TH DAMASCUS INTERNATIONAL FAIR. WHILE DISTRIBUTORS OF FOOD PRODUCTS HAVE EXHIBITED THEIR PRODUCTS AT THE U.S. PAVILION, IT HAS BEEN OUR EXPERIENCE THAT SUCH EXHIBITIONS WERE LESS THAN EFFECTIVE UNLESS THEY WERE ACCOMPANIED BY SOME FORM OF SAMPLE DISTRIBUTION OR OTHER UNIQUE FEATURE. MERE EXHIBITION OF PACKAGES OF FOOD WERE INEFFECTIVE. IN ADDITION, YOU WILL PROBABLY FIND THE ASSISTANCE OF A LOCAL AGENT USEFUL, IF NOT ABSOLUTELY NECESSARY, TO SET UP AN ATTRACTIVE AND EFFECTIVE EXHIBITION ON SUCH RELATIVELY SHORT NOTICE.

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2. EITHER THIS YEAR OR NEXT, WE WELCOME YOUR PARTICIPATION IN FAIR, WHICH IS SYRIA'S MOST IMPORTANT AND PRESTIGIOUS ANNUAL BUSINESS EVENT. FAIR RECEIVES MORE THAN A MILLION VISITORS A YEAR. WE FIND THAT FAIR PARTICIPATION IS A GOOD WAY FOR FIRMS TO ENTER THE SYRIAN MARKET. WILL SEND SEPARATELY ONE FAIR KIT, INCLUDING MORE INFORMATION ON FAIR AND ON SYRIAN

ECONOMY.

DENNIS A. MICHAUD, COMMERCIAL ATTACHE
AMERICAN EMBASSY
DAMASCUS, SYRIA.
PELLETREAU

NOTE BY OC/T: PASSED ABOVE ADDRESSEE.

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 jan 1994
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Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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SAS ID: 2784357
Secure: OPEN
Status: NATIVE
Subject: DAMASCUS INTERNATIONAL FAIR TO: M.W. GABRIELSEN GENERAL MANAGER
TAGS: BEXP, SY
To: STATE
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